

Main title:

©CIM 2263

✓ "The Building of Men" ✓

Foreword:

"The Health of the Child is the Power of the Nation"

The film portrays the advantages arising from the use of milk in a child's diet.

Scene (1) shows a baby in a crib with the nurse handing him a bottle of milk.

Scene (2) shows chemist making milk tests.

Scene (3) shows a woman coming out of a bungalow and greeting her child who has just returned from school. The child has a milk survey card in his hand, which the mother reads.

Scene (4) shows the interior of an office with men and women engaged tabulating the returns of the survey.

Scene (5) is the exterior of a school. Several individual contests between milk users and non milk users - such as boxing, swimming, wrestling, etc. - show the superiority of the milk using children.

Scene (6) is the school campus. This scene shows a flash of youngsters in athletic contests.

Scene (7) Exterior school. This scene shows a row of eleven year old boys. On the arms of the milk using boys there is a white ribbon. Each boy has a card showing his grade - such as 5th grade, etc. - in school. The milk users are found to be in higher grades.

Scene (8) shows a row of undernourished girls.

Scene (9) shows a row of malnourished, underdeveloped boys.

Scene (10) The Story of Mildred J. Scene shows thin girl and her mother in a doctor's office. Doctor is weighing and measuring the child and finds her underweight for her height. Doctor gives mother instructions and tells her to give the child a quart of milk a day.

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Scene (11) After three months. This scene shows the same girl and her mother in the doctor's office three months later. The physician places her on scale which registers her a little above normal weight.

Scene (12) shows two babies on each side of the screen. One child is nursing from a bottle of milk and is the picture of health. The other child is a noticeably under-nourished child.

Scene (13) In place of the healthy baby, a healthy child is shown on one side of the film, and a thin, emaciated child of the same age on the other side of mat.

Scene (14) The healthy child shown in scene 13 is dissolved out and a healthy, happy man is shown. On the other side of the film, a frail, lifeless specimen of manhood is shown.

Scene (15) shows a field or pasture of green grass with some cows grazing.

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